

Message Text

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PAGE 01 CASABL 00352 141446Z

70

ACTION NEA-09

INFO OCT-01 ISO-00 CIAE-00 EB-07 INR-07 LAB-04 NSAE-00

PA-02 SIL-01 PRS-01 /032 W
----- 011922

R 141145Z MAY 75

FM AMCONSUL CASABLANCA

TO USIA WASHDC

INFO SECSTATE WASHDC 3478

USDOC WASHDC

AMEMBASSY AMMAN

AMEMBASSY RABAT

AMEMBASSY TUNIS

UNCLAS CASABLANCA 0352

E.O. 11652: N/A

TAGS:

SUBJ: CASABLANCA TRADE FAIR - FINAL REPORT

USIAC

CASABLANCA 327, 341

1. CASABLANCA TRADE FAIR CLOSED MAY 11, WITH US PAVILLON
CLOCKING 526,604 VISITORS IN MAY 18 DAYS (64,250 ON MAY 1
HOLIDAY ALONE). PRESS NOTICES WERE EVEN-HANDED AS EACH
COUNTRY IN TURN SHARED ITS DAY WITH ONE OR TWO OTHERS. BUT
FINAL RECEPTION HOSTED BY GOVERNOR ALAOUY ON LAST DAY, WITH
MECHOUY AND FOLK DANCES, SAW GOLD AND SILVER MEDALS AWARDED
TO POLAND, ROMANIA, BULGARIA, USSR AND PALESTINE WITH FRANCE
RECEIVING FIRST PRIZE. ITALY WAS ONLY OTHER WESTERN COUNTRY
NUMBERED AMONG WINNERS.

2. AMERICAN FRONTIER EXHIBIT BEING REPACKED FOR ONWARD AIR
FREIGHT SHIPMENT TO AMMAN. VIRTUALLY NO DAMAGE NOTICED SO FAR
TO EXHIBIT MATERIALS, ALTHOUGH CAROUSEL SLIDE PROJECTORS
SUFFERED FROM 12- HOUR CONSTANT USE OVER 18-DAY PERIOD AND
TAPED MUSIC NOW SADLY ABRIDGED. NEED TO REWIND TAPE EVERY 30
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MINUTES WAS MOST ONEROUS CHORE (SEE REFTTEL), BUT MASS AUDIENCE

RENDERED AURAL DEFECTS LESS SERIOUS THAN VISUAL, AS WHEN PROJECTORS BULBS OCCASIONALLY BURNED OUT. COMPLETE PHOTO COVERAGE WILL BE FORWARDED SEPARATELY TO AGENCY AND TO AMMAN, WHERE NEW CAPTIONS SHOULD BE PREPARED.

3. POST WISHES TO THANK AGENCY AND JOHN VORHES FOR COOPERATION AND HELP IN MAKING US EXHIBIT ONE OF FAIR'S BEST. FRONTIER EXHIBIT CERTAINLY MADE LARGEST SINGLE IMPACT OF ANY AGENCY PRESENTATION IN CASABLANCA IN PAST YEAR, REGARDLESS OF OFFICIAL LACK OF RECOGNITION. HALF A MILLION MOROCCANS CAN'T BE WRONG.
MASON

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NNN

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